

1981 FORD

FAIRMONT



FORD FAIRMONT FOR 1981

The combination of mileage, roominess and value makes Fairmont second to none in a lot of ways. And a lot of people agree. More than a million Fairmonts have been sold in just three years.

For excellent gas mileage, you needn't settle for less than Fairmont's roominess and comfort to cope with today's high fuel prices. EPA estimates for the standard 4-cylinder engine last year were comparable to those of many compact and subcompact cars.*

Roominess is a pleasant surprise in a trimly proportioned car like Fairmont. There's room for either five or six passengers, depending on your choice of seating. Plus ample luggage space in sedans, and cargo capacity in wagons. And the list of standard features for every model is longer than ever.

Visit your Ford Dealer soon. Look over the complete line of new Fairmont sedans and wagons. Compare them for value with other cars in their class. You too may find Fairmont hard to beat.

In 1981, we want to put you in a car we can both be proud of.

Left: Futura 2-Door in Tu-Tone Sand Glow (68) over Antique Cream (62).

Front Cover: Futura 4-Door in Antique Cream (62) with matching vinyl roof.

See Fairmont Data Center (pages 12 and 13) for Notable Standard Features, Measurements and EPA Information.* Some items shown are optional, see Options Selector for a complete list (pages 14 and 15).



FORD FAIRMONT FUTURA

Fairmont style at its best.

Fairmont Futura is the top-of-the-line Fairmont, a car for those who believe that driving isn't just one of life's routines.

Many people find Futura appealing because of its distinctiveness alone. Choose Futura in either sedan or coupe model. The handsome and roomy 4-door, which offers a high level of passenger comfort plus 16.8 cu. ft. of luggage capacity. Or Futura 2-Door, sleek and sporty in a highly personal body style. Futura is available this

year in a spacious station wagon model as well. Futura's standard features are as attractive as they are numerous. Deluxe vinyl insert bodyside moldings with integral wheel lips. Stylish turbine wheel covers. Dual remote control mirrors. Accent paint stripes. Dual rectangular halogen



headlamps, which emit a whiter, brighter light than conventional sealed beam lamps. Plus bright window frames and belt moldings.

And inside, comfortable bucket seats in pebble-grain vinyl. Luxury door trim including woodtone

appliques and carpeted lower panels. High-gloss woodtone appliques extending the full width of the instrument panel. Deluxe color-keyed belts. Plus much more. Your opportunities to enhance Futura's value are also numerous. Select an optional Tu-Tone paint treatment, for instance.

There are two distinctive schemes, one for each body style, and four color combinations in all. And for even more interior comfort, you can make the Interior Luxury Group your personal showcase. The Interior Luxury Group option is a Futura exclusive. Featured are bucket seats trimmed in two

luxury velour fabrics — crushed velour bolsters and rich ultra-soft velour inserts. Also included in the group are: luxury 4-spoke steering wheel, deep-pile carpeting, carpeted luggage compartment, vinyl headlining and sun visors, Luxury Sound Insulation Package.

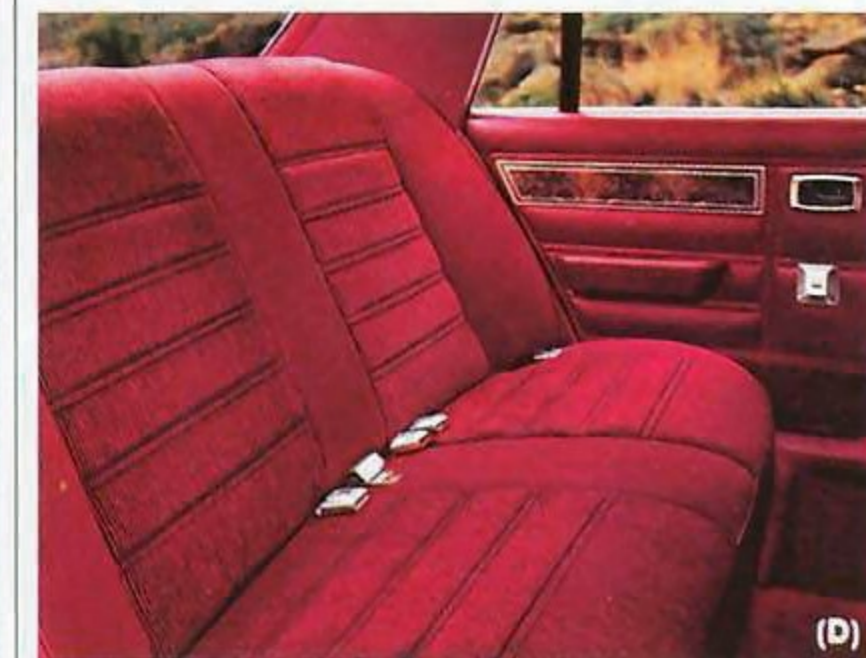
See Fairmont Data Center (pages 12 and 13) for Notable Standard Features, Measurements and EPA Information. Some items shown are optional. See Options Selector for a complete list (pages 14 and 15)



(A) Fairmont Futura 4-Door



(C)



(D)

(A) Futura 4-Door in Red (24), one of 14 attractive color choices, with Medium Red vinyl roof.

(B) The 4-door sedan's 16.8-cu. ft. trunk capacity is spacious enough to take 10 pieces of assorted luggage.

(C, D) With optional flight bench seat, here in Dark Red Velour (YD), the Interior Luxury Group offers the ultimate in 6-passenger Futura comfort. Distinctive pebble-grain vinyl is also available.

FORD FAIRMONT

An outstanding value for today.

Since 1978, the standard Fairmont has ranked among the top value leaders in the mid-size class of American-built cars.

You'll find in Fairmont a list of better ideas which make this car so sensible for today. Fairmont value starts with design and engineering, which account for these great features:

Solid unitized body construction. MacPherson strut-type front suspension, 4-bar link rear suspension with coil springs. Rack and pinion steering

precision. Advanced P-metric steel-belted radial tires designed to increase fuel economy. Power front disc brakes now standard. Electrical system that includes DuraSpark electronic ignition, electronic voltage regulator, and maintenance-free battery. All of these features and more in a car designed trim and aerodynamic outside, roomy and inviting inside.

Fairmont's EPA mileage ratings should impress you. A 2.3 liter OHC 4-cylinder engine with 4-speed manual transmission is standard. Its fuel economy estimates last year rivaled those of many compact and subcompact cars.* Fairmont offers as well a choice of two optional engines. The

3.3 liter (200 CID) Six, or 4.2 liter (255 CID) V-8. Both come with optional column-mounted SelectShift automatic transmission. And Fairmont's fuel tank capacity is 14 gallons (16 gallons with the optional Six and V-8 engines) — that puts plenty of distance between fill-ups.

Value goes a long way in Fairmont. In engineering, design, mileage. In style and comfort, too, with more standard features than ever before. All practical things considered, Fairmont should be your next new car.

See Fairmont Data Center (pages 12 and 13) for Notable Standard Features, Measurements and EPA information. *Some items shown are optional; see Options Selector for a complete list (pages 14 and 15).



(B)



(C)



(A) Fairmont 4-Door



(D) Fairmont 2-Door

(A) Fairmont 4-Door in Dark Blue Metallic (3D) with matching vinyl roof. Fairmont for 1981 is better looking than ever, with many new standard features. Vinyl insert bodyside moldings. Bright window frames, belt moldings, styled LH mirror, wheel lip and rocker panel moldings. Deluxe wheel covers.

(B) The optional bench seat makes Fairmont a 6-passenger car. It comes in standard pebble-grain vinyl, or in the available knit-weave cloth with vinyl shown. Color is Medium Wedgewood Blue (FB).

(C) Fairmont's standard bucket seats with pebble-grain vinyl are shown here in Caramel (ET). They're also available in plaid cloth with vinyl. Also shown is Fairmont's standard door trim featuring distinctive woodtone racetrack molding and bright accents.

(D) Fairmont 2-Door in Polar White (9D) with Antique Cream vinyl roof — another attractive paint and vinyl color scheme. Choose either of the combinations featured here, or design your own from Fairmont's wide range of possibilities.

FORD FAIRMONT

Interior Comfort and Convenience

Inside a Fairmont there's surprising room, lots of comfort and convenience, plus a variety of seats, colors and trims.

Fairmont's interior is designed for space efficiency that doesn't sacrifice room and comfort. You can even sense Fairmont's roominess as you enter. Door openings are wide. The roofline provides plenty of head room. And inside, you may feel as though you're in a larger car.

"Driver command" seating position contributes much to the roomy, open atmosphere Fairmont is noted for. This design feature is defined by wide window glass surfaces, narrow roof

pillars, plus low cowl, door and windshield belt lines.

Convenience is built into virtually every aspect of the Fairmont interior.

Doors of solid double-panel construction are light in weight, open and close with little effort.

Automatic inertia seat back releases, standard on 2-door models, eliminate the conventional latches located behind the seat backs and usually at a low position. This makes it easier for passengers to enter or leave the rear compartment. And for passengers up front, seats allow up to five inches of leg room adjustment.

The three available seating arrangements offer more than just a wide selection. With standard bucket seats, Fairmont accommodates five passengers. The full-width optional bench and flight bench seats allow space for six passengers.



(A) Integral door pull handles and armrests are among Fairmont's many conveniences, which also include such features as

passenger side visor vanity mirror, RH door courtesy light switch, and rear seat ashtray.



(B)



(C)

(B) The optional flight bench seat is available with Interior Luxury Group for Futura. This top-of-the-line seat is spacious and comfortable, and includes the convenience of a fold-down center armrest.

In Futura sedans, it's trimmed in two elegant velour fabrics — the crushed velour bolsters and ultra-soft velour inserts featured here in Sand (YY). Or choose pebble-grain vinyl.

In Futura wagons, the flight bench seat comes in this distinctively patterned vinyl. Velour is optional.



(D)

A standard AM radio and lockable glove box are other notable features of Fairmont's instrument panel. And distinctive applique treatment lends a special touch of style to the whole arrangement. Appliques are high-gloss and full-width in Futura (shown), and dark walnut in the standard Fairmont.

(D) Two column-mounted levers put several important functions at your fingertips. The front lever activates the turn signals, horn and headlamp high-beams. Controls for windshield wipers and washers are on the rear lever (shown).

Fairmont also has standard inside hood latch release and day/night rearview mirror. Another feature is the fluidic windshield washer system: A single nozzle sprays a wide pattern of washing solution over most of the windshield. Droplets are large, less affected by wind.

Designed for your driving enjoyment.

The modern space-efficient design of the Fairmont interior, the comfort and convenience built into it, all come together to make driving in the 80's enjoyable for you.

Firsthand experience is the only way to fully appreciate the benefits of owning a Fairmont. So take a test drive soon at your Ford Dealer. Discover for yourself that, in a lot of ways, Fairmont is second to none.

(C) Instrument panel in Fairmont exemplifies the convenience and attractiveness found throughout the interior.

Speedometer with kilometer markings, odometer, fuel gauge and warning lights are given prominent display in two large pods. The "PRNDL" indicator of the optional automatic transmission is positioned vertically between the pods. Heater, defroster, temperature controls and the 3-speed blower switch are located within easy reach to the right of the instrument cluster.

FORD FAIRMONT WAGONS

Spacious and fuel efficient.

Ford, America's Wagonmaster, introduced the station wagon way back in 1929, and has been at the forefront of many improvements in its design ever since.

The versatile Fairmont Wagon offers all the benefits of today's modern design. It's trimmer than previous mid-size wagons. Retained, though, are ample roominess for passengers and lots of space for cargo. And Fairmont fuel economy is excellent.*

Easy on gas. Fairmont Wagon had standard 4-cylinder power long before a gallon of gas hit the dollar mark. Last year, Ford's mid-size wagons with 2.3 liter engine surpassed the standard gas-powered engines of their nearest American competitors in EPA estimated mpg.* Specifically, by 3 more

mpg in 49 states, and by 2 more mpg in California.

More space where you need it most. Fairmont's cargo capacity has been unbeaten among mid-size wagons built in America. The rear seat folds down with

the ease of a one-hand quick release. You now have an impressive 79.5 cu. ft. of usable cargo space. Even with five or six passengers, Fairmont has 43.1 cu. ft. of space.

The easy-opening liftgate swings up, supported by gas-filled cylinders, to provide convenient access to

the cargo area. And there's no rear sill to obstruct the movement of cargo onto the level load floor — which is nearly 7 ft. long and 4 ft. wide.

You can get the most out of the Fairmont Wagon's spacious interior with either the optional bench seat (D) or flight bench seat (B). These full-width, comfortable seats allow Fairmont to accommodate a total of six passengers.



Available with the model of your choice are exclusive wagon options. Rear window wiper/washer. Roof-mounted luggage rack. Lockable stowage compartment.

See Fairmont Data Center (pages 12 and 13) for Notable Standard Features, Measurements and EPA Information.* Some items shown are optional; see Options Selector for a complete list (pages 14 and 15).



(A) Fairmont Futura Squire



(B)

(A) Futura Squire in Polar White (9D) with its popular woodtone paneling.

(B) Optional flight bench seat in Dark Red pebble-grain vinyl (KD), available with Interior Luxury Group for Futura Wagon.



(C)

(C) All wagon models have standard color-keyed carpeting on the load floor and on the back of the rear seat. Plus a cargo area light and liftgate "open" warning light.

(D) Optional bench seat comes in pebble-grain vinyl. Featured color is Sand (GY).

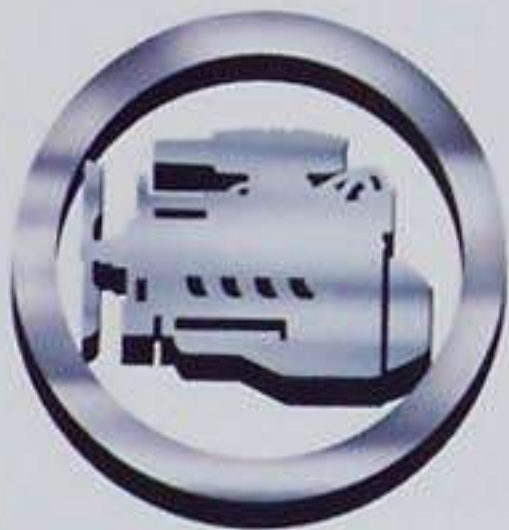
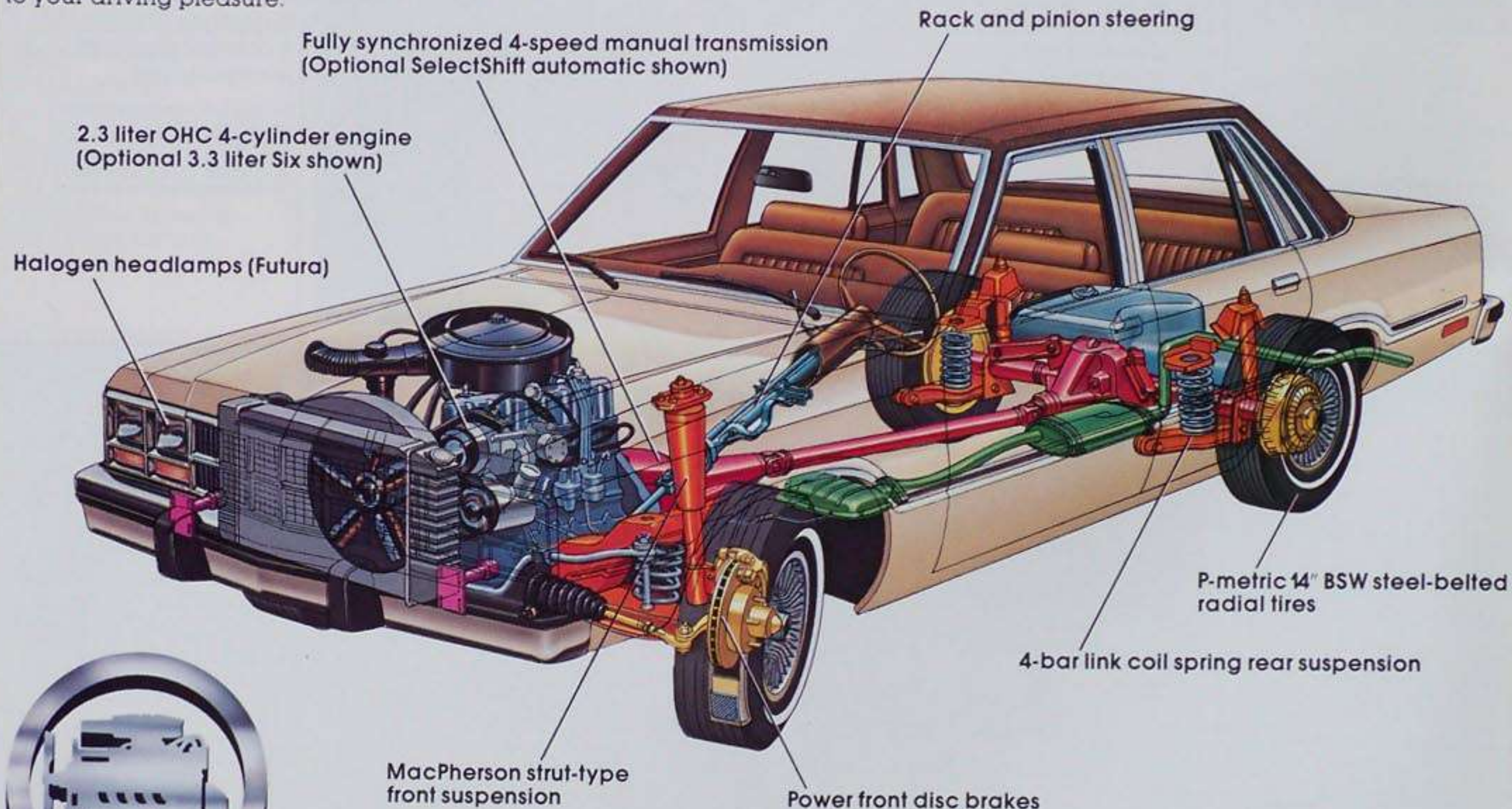
(E) From left to right: handsome Futura Wagon in Bright Red (27), and the stylish Fairmont Wagon in Antique Cream (62).



(E) Fairmont Futura Wagon, Fairmont Wagon

FORD FAIRMONT DATA CENTER

An inside look at Ford Fairmont: where better ideas mean added value as they contribute to your driving pleasure.



Notable Standard Features

The standard equipment of any car is often a reliable yardstick of its value. Read over this list. Then compare Fairmont's standard features with any other car in its class.

Fairmont

2-Door and 4-Door

- 2.3 liter OHC 4-cylinder engine with DuraSpark Electronic Ignition
- Electronic voltage regulator
- Maintenance-free battery
- 4-speed fully synchronized manual transmission
- Modified MacPherson strut front suspension

- 4-bar link coil spring rear suspension
- Power front disc brakes with lining wear indicators/rear drum brakes
- Foot-operated parking brake with warning light
- P-metric 14" BSW steel-belted radial tires (4)
- Flat trunk with mini spare tire below the floor
- Rack and pinion steering
- Deluxe sound package
- Front bumper guards
- Single rectangular headlamps
- 2-speed windshield wipers
- Fluidic windshield washer system
- 3-speed heater/defroster
- AM radio (may be deleted for credit)
- Steering column-mounted controls — Front: Turn signal/horn/headlamp dimmer
Rear: Windshield washer/wipers

- Ram-air forced ventilation
- Day/night inside mirror
- Inside hood release
- Ford's Limited Corrosion Perforation Warranty
- Low-back vinyl bucket seats
- Inertia seat back releases (2-Door)
- Color-keyed carpeting
- Vinyl color-keyed door trim panels with woodtone molding and bright accents
- Dark walnut instrument cluster woodtone appliques
- Front armrests with integral door-pull handles
- Coin tray integral with color-keyed shift boot
- Deluxe steering wheel hub
- Glove box lock
- Cigarette lighter
- Passenger side visor vanity mirror
- Passenger door courtesy light switch

- Rear seat ashtray
- Narrow vinyl insert bodyside moldings
- Bright LH styled mirror
- Black windshield wiper arms
- Bright grille, headlamp and parking lamp bezels, bright windshield, backlight, drip rail, window and belt moldings, rocker panel and wheelip moldings
- Deluxe wheel covers (4)

Fairmont Futura

Most standard Fairmont 2-Door/4-Door features plus these additions or variations:

- Luxury door trim panels; carpeted lower portion
- Color-keyed deluxe belts
- High-gloss woodtone instrument panel appliques (full-width)
- Dual remote control mirrors
- Wrapover roof pillar (2-Door)

- Dual rectangular halogen headlamps
- Wraparound taillamps (2-Door)
- Deluxe vinyl insert bodyside moldings with integral wheelip moldings
- Dual accent paint stripes
- Turbine wheel covers (4)

Fairmont and Futura Wagons

Most standard Fairmont or Futura 4-Door features plus these additions or variations:

- Folding second seat with one-hand quick release
- Color-keyed cargo area carpeting
- Carpeting on second seat backs
- Level load floor with no obstructing rear sill
- Liftgate with concealed hinges and gas-filled strut assist cylinders
- Liftgate "open" warning light
- Cargo area light



Measurements

	2-Door*	4-Door	Wagon
Wheelbase	105.5"	105.5"	105.5"
Length	195.5"	195.5"	195.5"
Height	52.9"	52.9"	54.2"
Width	71.0"	71.0"	71.0"
Front Tread	56.6"	56.6"	56.6"
Rear Tread	57.0"	57.0"	57.0"
Trunk or Cargo Space	16.8 cu.ft.	16.8 cu.ft.	79.5 cu.ft.**
Fuel Capacity†	14 gal.	14 gal.	14 gal.
Curb Weight in lbs.	2,673	2,723	2,830
Passenger Capacity††	5	5	5

*Futura 2-Door differences: 197.4" (length), 51.7" (height), 16.1 cu. ft. (trunk space), 2,728 lb. (curb weight)

**With rear seat down.

†16 gallons with optional 3.3 liter (200 CID) Six and 4.2 liter (255 CID) V-8 engines.

††6-passenger seating with optional bench or flight bench seat



EPA Gas Mileage Estimates

Of course, gas mileage is one of your top concerns these days. It's one of ours, too. 1981 EPA estimates were not available at the time this catalog was published. Ford Fairmont, however, should post good miles-per-gallon ratings in the new EPA Gas Mileage Guide as it did last year. See your Ford Dealer for the latest information.



Ford Limited Corrosion Perforation Warranty

Ford Motor Company provides a 3-year, unlimited mileage corrosion perforation warranty on all new model cars sold in the 50 United States. The warranty states that any part which, in normal use, rusts through from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford

representative. Of course, exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.



Fairmont Maintenance Schedule — Another Better Idea

Ford wants to reduce both the frequency and cost of scheduled maintenance on its cars to an absolute minimum. And, compared to just a few years ago, we're making strides in that direction. For example, in 1973, an engine oil change was called for each 4,000 miles. In 1981, Fairmont oil changes are recommended at 10,000-mile intervals (7,500 miles with V-8). Other recommended intervals are now 30,000 miles between spark plug changes; 30,000 miles between air filter replacements; 50,000 miles or 3 years between engine coolant replacements. We think this kind of maintenance schedule rates as a Ford Better Idea — and we're working constantly to make it even better!



Colors and Trims

As you've probably already noted, '81 Fairmont car colors and interior trims are referred to by their order codes. Example: Polar White (9D). On the printed page, of course, colors are at best only representative of the original. For this reason we've included the codes wherever possible so that you can more easily check out a particular color or trim. With the code as a guide, your Ford Dealer can show you actual samples of Fairmont paint colors and trim materials.



"Ask Your Ford Dealer"

Every effort has been made in preparing this catalog to provide you — in one convenient place — the most complete and current information on the new Ford Fairmont. Following publication, however, certain changes in standard equipment, options, model availability, prices, and the like, may have occurred which would not be included in these pages. In such cases, it's good to remember that your best source is also closest to you. It is your local Ford Dealer, who has the most up-to-date information first and who is always ready to answer your questions about the fine Ford products he sells.

FORD FAIRMONT OPTIONS SELECTOR

Selecting options for your new Fairmont can be doubly rewarding. With your selection, you can personalize your Fairmont. And, by adding to the actual dollar value in the beginning, options can contribute to your trade-in value when it's time for another new Fairmont. The '81 Fairmont options list is as varied as it is long. See for yourself.

Audio

- AM/FM Monaural Radio
- AM/FM Stereo Radio
- AM/FM Stereo Radio with 8-Track Tape
- (A) AM/FM Stereo Radio with Cassette Tape.** Uses space-saving 60-min. compact cassette tapes.
- Premium Sound System. Power amplifier and larger rear speakers available with stereo systems.
- Dual Rear Seat Speakers. Available with standard AM radio and optional AM/FM monaural radio. Included with all stereo radio and tape systems.



(A)

Appearance

- Instrumentation Group. Includes tachometer, trip odometer, ammeter, temperature and oil pressure gauges.
- Interior Luxury Group. Includes bucket seats in velour cloth, luxury steering wheel, luxury sound package, plush cut-pile carpeting, carpeted luggage compartment (sedans), vinyl headlining and sun visors. Futura only.
- Flight Bench Seat. Includes velour cloth in sedans, vinyl in wagon. Available only with Interior Luxury Group in Futura.
- Bench Seat. Automatic transmission required with 2.3 liter engine.
- Color-Keyed Deluxe Belts. Standard in Futura.
- Dual Mirrors — Remote Controlled. Sail-mounted design. Standard on Futura.
- Dual Accent Paint Stripes. Standard on Futura.
- Metallic Glow Paint. Available in Sand (6B), Bittersweet (8D).
- Tu-Tone Paint. In two distinctive color schemes, one each for sedan and Futura 2-Door body styles.
- Squire Option. Distinctive woodtone paneling on bodysides and liftgate. Futura wagon only.
- Full Vinyl Roof
- Half Vinyl Roof. Futura 2-Door only.
- Leather-Wrapped Steering Wheel. Available only with Fingertip Speed Control.



(C)

Convenience

(C) Console.

Conveniently arranged system featuring: electronic digital clock with elapsed time and date; graphic display warning module that indicates low fuel/low washer fluid levels, and tells you when headlamp low beam/rear running lamps/brake lamps are out.



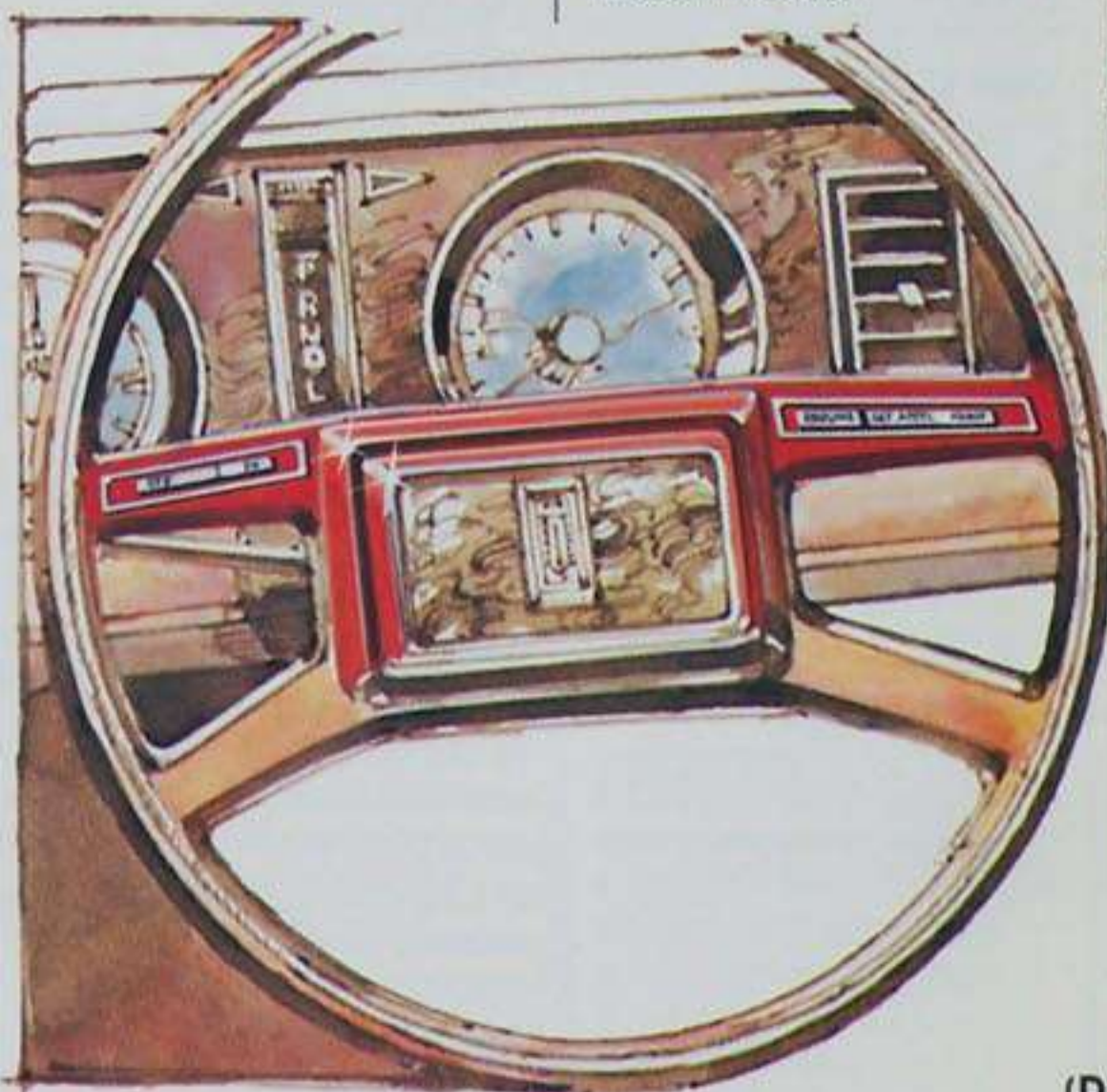
(B)

Comfort

(B) Air Conditioner.

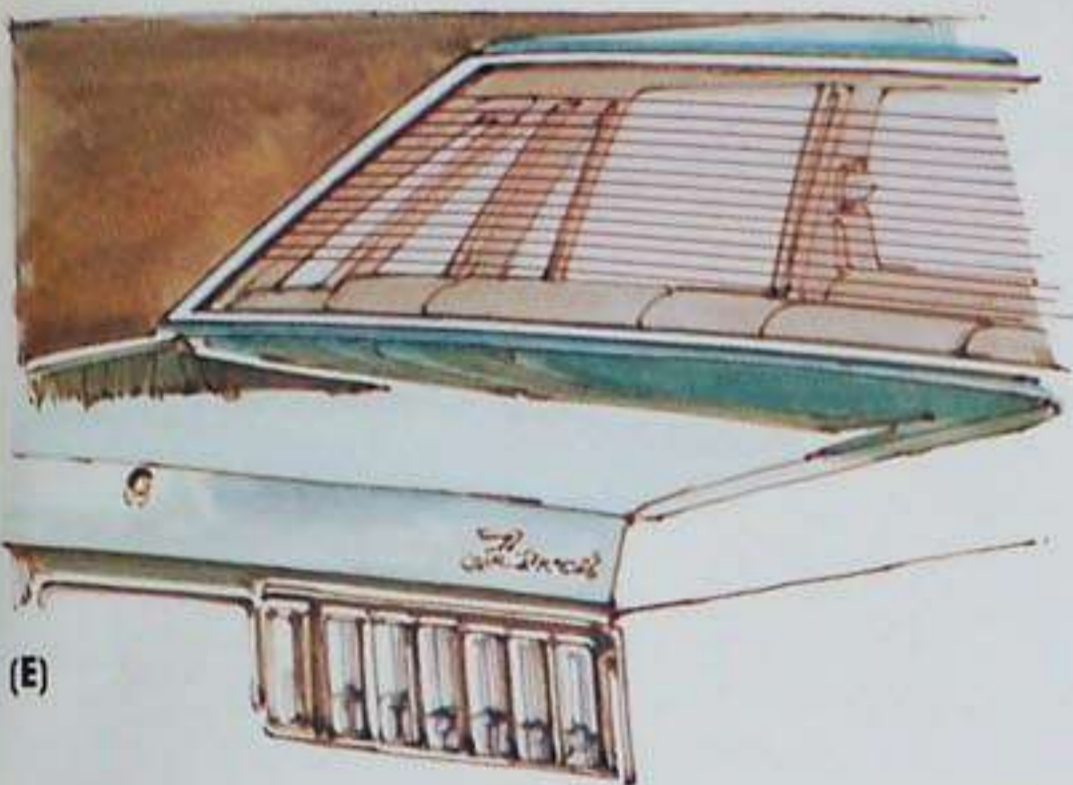
Manual controls for cool and warm air, defrosting, defogging, for year-round comfort. Tinted glass recommended.

- Tinted Glass — Complete
- Flip-Up Open Air Roof
- Pivoting Manual Front Vent Windows. For all models except Futura 2-Door.



(D)

- (D) Fingertip Speed Control.** Automatically maintains any speed you set at 30 mph or above. Great convenience, and holding steady speed helps save gas. Pressing the brake pedal deactivates the system. Touch of the "resume" button automatically reestablishes the speed set prior to braking.
- Light Group. Luggage compartment light (sedans), glove box light, engine compartment light. Also dual beam map/dome light, rear door courtesy light switches (4-Doors), ashtray light (front).
- Special Wagon Options. Lockable stowage box. Roof-mounted luggage rack. Rear window wiper/washer.



(E) Electric Rear Window Defroster. Quickly removes snow, ice, frost or condensation from the rear window.

(F) Illuminated Entry System. Lifting either driver or passenger door handle turns on interior lights and illuminates a ring around the door lock cylinder for about 20 seconds, or until steering column is unlocked.

- Electric Sweepwand Clock
- Illuminated Visor Vanity Mirror
- Tilt Steering Wheel. Adjusts to five positions.
- Remote Control Decklid Release
- Interval Windshield Wipers

Performance

- Engine Options. 3.3 liter (200 CID) 6-cylinder with SelectShift. 4.2 liter (255 CID) V-8 with SelectShift.
- SelectShift Automatic Transmission
- Floor Shift. With automatic transmission only for bucket seats.
- Heavy-Duty Battery
- Handling Suspension. Includes larger front stabilizer bar with 2.3 and 3.3 liter engines, rear stabilizer bar, stiffer spring rates, shock valving and lower arm bushings. Also P-metric 185/75R tires on 5-1/2-in. wide wheels. Sedans only.
- Higher axle ratio

Power Assists

- Power Door Locks
- 4-Way Power Bench Seat Adjustment
- Variable Ratio Power Steering
- Power Side Windows



(F)

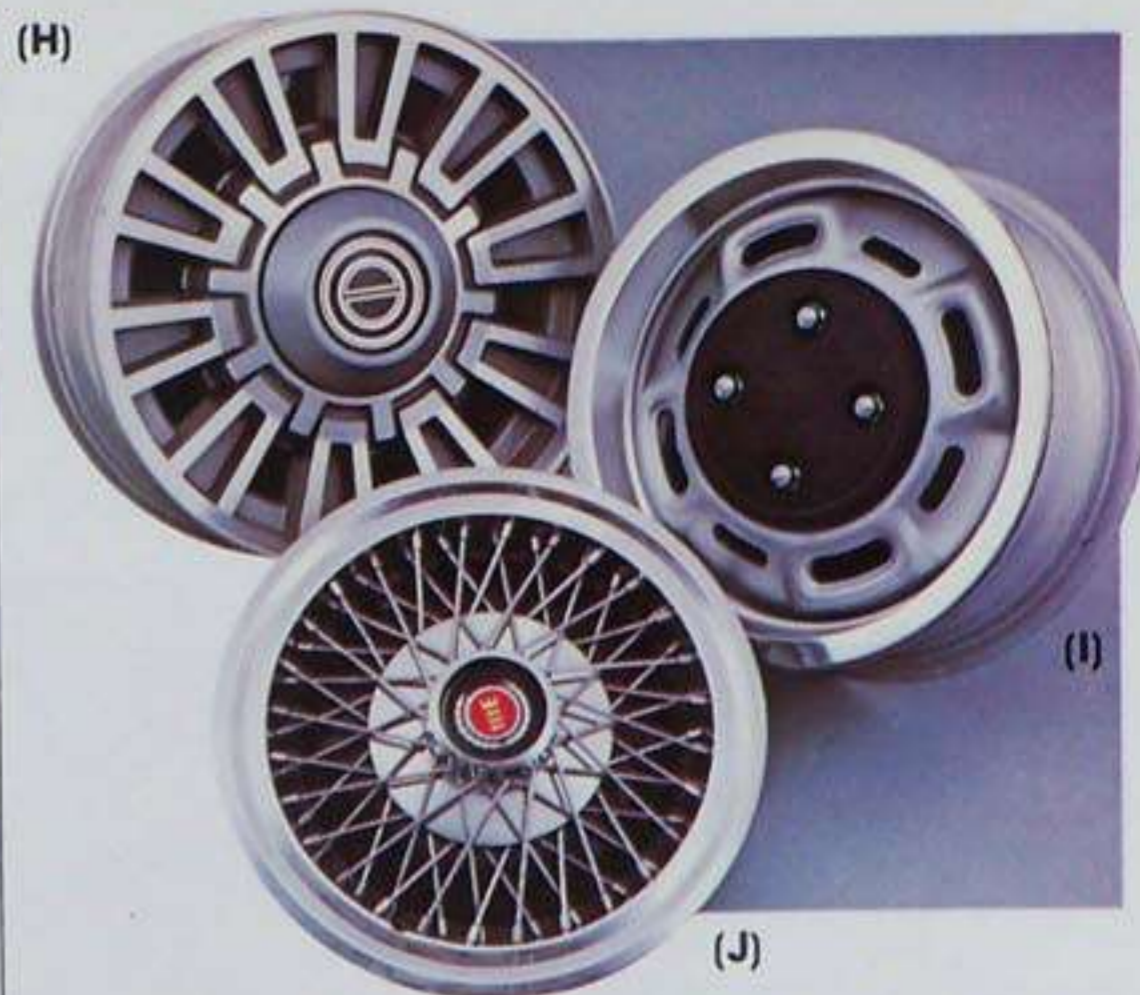
(G) Traction-Lok Axle. Under adverse operating conditions where one driving wheel could spin on ice, snow, sand or mud, the Traction-Lok axle automatically transfers some of the driving force (or torque) to the other wheel to take advantage of its better traction. (See your Ford Dealer for availability.)

Interiors

(See pages 4-11)



(G)



(H)

(I)

(J)

Tires

- P-Metric Steel-Belted Radial Tires in black sidewalls (BSW) and white sidewalls (WSW). Consult your Ford Dealer for tire size availability.
- TR-Type Steel-Belted Radial Tires (190/65R 390 BSW). Include aluminum wheels and special suspension components.
- Conventional Spare Tire

Wheel Covers/Wheels

- (H) Aluminum Wheels (4).** For TR-type steel-belted radials.
- (I) Styled Steel Wheels with Trim Rings (4)**
- (J) Wire Wheel Covers (4)**

Options Availability

1981 Fairmont options are not confined to these pages but are shown throughout the catalog. Options, whether or not they are identified, are offered at extra cost. Some options are offered only in combination with other options. Availability of some models and features described here and elsewhere may be subject to delay. Again, consult your Ford Dealer for the latest information.

FORD FAIRMONT CHOICES



Fairmont Futura 2-Door, Silver Metallic (1G)



Fairmont Futura Squire, Sand Glow (6B)



Fairmont Futura 4-Door, Light Medium Blue (3F)



Fairmont Futura Wagon, Medium Dark Spruce Metallic (4J)



Fairmont 2-Door, Bittersweet Glow (8D)



Fairmont 4-Door Wagon, Pastel Chamois (86)



Fairmont 4-Door, Dark Brown Metallic (5Q)



Ford Motor Company's optional Extended Service Plan covers certain selected components on new Ford cars and light trucks for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Your Ford Dealer will be happy to give you complete details of the Plan, which is available on cars and light trucks sold and normally operated in all 50 United States and Canada.

Below, Fairmont 4-Door in Silver Metallic (1G) with Medium Red vinyl roof.

Product Changes.
Ford Division reserves the right to change product specifications at any time without incurring obligations.

Buy or lease a Ford Fairmont from your Ford Dealer — a great choice either way!

A World of Better Ideas



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FORD FAIRMONT

FORD DIVISION

